



Federal Communications Commission  
Washington, D.C. 20554

April 4, 2007

**DA 07-1588**

**Released: April 4, 2007**

**CERTIFIED MAIL – RETURN RECEIPT REQUESTED**

King Broadcasting Company  
KING-TV  
400 South Record Street  
Dallas, Texas 75202

Re: King Broadcasting Company  
KING-TV, Seattle, Washington  
Facility ID No. 34847  
File No. BRCT-20061002ATB

Dear Licensee:

This refers to your license renewal application for station KING-TV, Seattle, Washington.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),<sup>1</sup> each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).<sup>2</sup> The Commission's rules require commercial licensees to provide information to the public about the shows they air to fulfill their obligation. Subsection 73.3526(e)(11)(iii) of the Commission's Rules (Rules), 47 C.F.R. § 73.3526(e)(11)(iii), requires each commercial television broadcast station to prepare and place in its public inspection file a Children's Television Programming Report (FCC Form 398) for each calendar quarter reflecting, *inter alia*, the efforts it has made during the quarter to serve the educational needs of children. As set forth in Subsection 73.3526(e)(11)(iii), licensees are also required to file the reports with the Commission and to publicize for the public the existence and location of the reports.

On October 2, 2006, you filed a renewal application (FCC Form 303-S) for station KING-TV, Seattle, Washington (File No. BRCT-20061002ATB). In Exhibit 24, you indicated that during preparation of the instant renewal application, you discovered that you failed to publicize the existence and location of the Children's Television Programming Reports. You stated that the contract providing for the scheduling of on-air announcements concerning these reports was inadvertently discontinued and that no such announcements were broadcast between January

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<sup>1</sup> Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394.

<sup>2</sup> 47 C.F.R. § 73.671.

2004 and the middle of December 2005. You asserted that when you discovered this omission in December 2005, you immediately took steps to resume announcements regarding the reports.

Although we do not rule out more severe sanctions for violations of this nature in the future, based on the record before us we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violation of Section 73.3526(e)(11)(iii) of the Rules described in station KING-TV's renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to King Broadcasting Company, at the address listed above, and to its counsel, Kathleen Kirby, Esquire, Wiley Rein & Fielding LLP, 1776 K Street, N.W., Washington, D.C. 20006.

Sincerely,

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau